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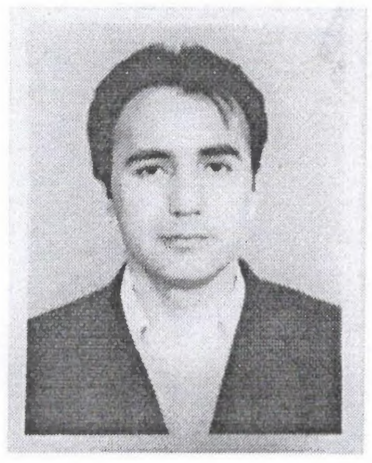

Dear Sir/Madam,

With reference to the advertised position of Communication Specialist in Sindh Mass Transit Authority under the Transport and Mass Transit Department, Government of Sindh, I am pleased to submit my application for your kind information.

In my current role as Communication & Media/ PR Specialist for the ADB funded Karachi BRT Red Line Project, I have been overseeing the consultants outputs related to the project communication plan and the system branding.

Having my master in Journalism and Communication and Law (LL.B), I have been working as a journalist, public information, media and communication specialist since 2004 and had oversaw designing and implementation of a number of projects/programme including communications/media strategies for both national and international organizations including the United Nations.

I have excellent research, analytical, writing, communication and editing skills. I have deep knowledge of traditional and new media channels to accelerate promotion and visibility of the projects. I have produced different communications and outreach products/materials including media toolkits, facts sheets, talking points, broachers/flyers/banners, key messages, FAQs, success stories, web stories/articles/op-eds, newsletters, research assessment studies and audio-video and social media contents. Excellent knowledge and use of social media and websites and blogs to expand communication and fostering programme efforts.

Over the years, I have established networking with media houses, media support organizations, relevant stakeholders at provincial, national and international level for programme collaboration and promotion.

With my skill in coordinating comprehensive communications programs—along with my ability to develop, write, and launch on-message materials to meet organizational goals—I am confident that I will significantly benefit your team. I look forward to discussing the position and my qualifications in further detail. Thank you for your consideration.

Sincerely
Riaz Karim Khan

Communication Specialist

Riaz Karim Khan
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Consultant Public Information, Communications, Media and Public Relations

Core Competencies

- Devoted to uphold professionalism and respect for diversity
- Believe in team work, planning and organizing and effective communication
- Savvy to technological tools and creativity in work to meet client expectations

Skills

- Effective communication skills- speaking, writing, listening and reading, correctly interpret messages and responds appropriately, asks questions to clarify and exhibits interest in having two way communication
- Tailors language, tone, style and format to match the audience, demonstrates openness in sharing information and keeping people informed.
- Accustomed to field work and has worked in several areas of different topography including high security and hostile environments.
- In-depth knowledge of the principles and practices of public information, communications, journalism, media, public relations, branding and marketing in Pakistan
- Ability to build, contribute and maintain positive public image of the organization across a range of audience
- Attention to detail with excellent decision-making
- Keep abreast with latest online and offline media trends and developing stories at government, donors, and development sectors for more robust planning and devising strategies

Core Strengths

- **Designing and Implementation**: projects, communications/media strategies and information campaigns
- **Communication:** Presentations, audio-video films and documentaries, newsletter, branding, web articles, banners, flyers, brochures, key facts, frequently asked questions, talking points/speeches, key messages development
- **Media:** media toolkit - media briefings/releases, advisories, briefings, news articles, features, special supplement, op-ed, media spokesperson, photography, social media, advocacy relations, journalism and capacity building
- **Events:** organization and management- high level events on various themes with relevant stakeholders. Delivering master ceremonials and moderating sessions
- **Projects:** conceptualization, projects proposals and progress reports

Technology

Software:-

Proficient in MS office (Word, Excel, PowerPoint, Picture Manager), Internet, In page Urdu, Adobe audition/Photoshop, Window Movie Maker and understanding of Premier Pro and other important software's and applications used for communication and media products development.

Career Profile

Over 12 years' experience in journalism, media, public information, strategic communications and public relations from concept note writing to projects development, implementations and organization/ management of public events. Applying my skills in these areas for the promotion, visibility and achievements of the programme/organization and its common goals and objectives. Provide strategic inputs to senior management, programme and project staff about programme implementation, challenges and achievements across the targeted region in a range of audience.

Professional Experience

Communication & Media / Public Relations Specialist at ADB Funded Karachi Bus Rapid Transit Project — July 2017 to Date

Main Responsibilities

Review and management of communication, media relations, public relations, government relations and system branding and marketing.

Key Achievements till date:

A. Project Communication Plan (PCP)

1. Provided technical reviews, comments and inputs to the finalization of PCP outputs including media relations, government relations, public relations, project website and promotional video
2. Media Relations- provided inputs to the inception story matrix, press releases, feature stories, crisis communications/rebuttal, press briefings/conferences, one-on-one interviews, testimonials etc
3. Government Relations- Provided inputs for the selection of contents, topics and stories for the monthly e-newsletter
4. Public Relations- Reviewed and finalization of public relation strategy for the system
5. Website- Technical inputs provided for website copy, maps and FAQs and selection of images for the Karachibreeze website
6. Project promotional video- Technical inputs provided to the finalization of video script for the promotional video. Identified and facilitated project stakeholder's interviews. Facilitated the production team for video capturing of the red line corridor and organization of interviews
7. Contributed to the capacity building training (spokesperson) for government officials and organization of briefing with influential bloggers community
8. Oversaw production of communications policy, media protocols and strategy for TransKarachi company
9. Provided inputs and facilitated the biogas team in organizing seminars and conference. These included branding material for the events, finalization of invitation letters, talking points, media invitations etc.

B. Branding and Marketing

- Finalization of the official and system brandings including, SMTA official logo, letter head, staff Id/ business card and BRT system brandings including finalization of name, logo, typeface, staff uniform, marketing strategy, customer service strategy, and passenger information system

Consultant/ Programme Officer-CI / Press Officer – UNESCO Islamabad — Sept 2013- May 2017

Key Tasks- Consultant/ Press Officer/ Programme Officer (CI)

1. Develop terms of reference for short video documentary, draft communications strategy and radio proposal for awareness campaigns and identify female journalists for research work on

UNESCO girl's Right to Education Programme; progress report (media) on two day national conference and organization of World Press Freedom Day 2017 and its progress report

2. Preparation of communication and outreach materials (review text for press releases, media advisories, save the date, brochures/banners/backdrops, talking points/speeches, feature articles/stories, op-ed) for use of media, website and social media on UNESCO's Education, Culture, Natural Science and Communication and Information Sectors and UN flagship Human Security Project
3. Assist in drafting UNESCO's and ONE UN Communications Strategies, planning and organization of special events, act as agency media focal point;
4. Collaboration and partnership development with public and private media, CSOs, media development support organizations, development partners and donors, UN
5. Advise programme staff on communications and media, geographic coverage and targeted audience
6. Prepare TORs for consultants and assist in vendor selection and procuring services as per request.
7. Follow up development in media sector (laws and regulatory issues) for possible UNESCO position response and collaboration;
8. Work closely with the Director on identifying interventions and initiatives on the roll out of the UN Plan of Action for the safety of journalists and other freedom of expression related tasks.
9. Collect and maintain project photographs, programme videos, promotional films for UNESCO website and social media as appropriate
10. Research and identify news-worthy media and feature stories, articles, and sharing knowledge, and disseminating information about major progress and results in consultation with team;
11. Assist in drafting Malala Funds-in-Trust Programme, Human Security Project and Communication and Information related tasks, work plans, strategy papers, project documents and project proposals;

Key Accomplishments – Consultant (January 2017- May 2017)

1. Developed Communication Strategy for UNESCO Girl's Right to Education Programme
2. Developed Terms of Reference for the production of short video documentary on UNESCO Girl's Right to Education Programme
3. Identified students and developed plan for undertaking research work on girls right to education
4. Developed radio proposal for awareness raising campaigns on UNESCO's Girl's Right to Education Programme
5. Compiled two-day national workshop report on Education for Sustainable Development and Global Citizenship
6. Contributed to the organization of World Press Freedom Day 2017

Key accomplishments - Communication and Information Sector (Jan 2015- December 2016)

1. Oversaw and management of advocacy, public awareness and capacity building projects/ assessment studies related to freedom of expression, press freedom, media development, access to information and the safety and security of journalists.
2. Held meetings and collaborated with EU Delegation in Pakistan and its member states (Embassy of Sweden and Embassy of the Kingdom of the Netherlands for the joint commemoration of World Press Freedom Day 2017 and in 2016 (Safety of Journalists and Right to Information)
3. **Key Projects:** (a) promoting safety of journalists through security trainings (b) digital safety and security training (c) safety of journalists working in hostile environment in rural Pakistan (d) safety and security training (e) digital security workshop for women journalists (f) gender sensitive disaster and humanitarian reporting (g) supporting safety of journalists in pakistan (pilot assessment study) (h) world press freedom day & world radio day (i) access to information for person with disabilities (j) strengthening Pakistan's information capacity (k) gender sensitive

indicators (I) united nations trust funds for human security (UNTFHS).

4. **Recommended and organized** logistical arrangements of key media experts, judiciary, government, civil society, academia in UNESCO's International conferences/workshops and dialogues
5. **Represented UNESCO Pakistan** as key speaker at International Conference/ Days such as International Day to End Impunity for Crimes against Journalists- Strasbourg, France and International Conference on Youth and the Internet at UNESCO headquarters, Paris, France.

Key accomplishments – Press Officer (Sept 2013- December 2015

6. Prepared and disseminated media save the date/advisories/releases regarding UNESCO multi sectoral programmes and projects activities and events by generating over hundreds positive news stories and articles in lead national and international newspapers, televisions, radios and web pages
7. Strong networking established with media houses, journalists bodies such as press clubs, unions, All Pakistan Newspapers Society, Council of Pakistan Newspaper Editors, Pakistan Broadcasting Association, Press Council of Pakistan (PCP) and relevant government ministries such as Information and its line departments (PID, Information Department, Information Services Academy), Ministry of Education, Interior, Human Rights, Law etc.
8. Collaborated with European Union (meeting held with Deputy Head of EU and Head of Governance and Education Sector) and Ambassadors of EU Member States (Embassy of Sweden and Embassy of the Kingdom of the Netherlands) in presence of Director UNESCO for joint collaboration on commemorations of World Press Freedom Day (Safety of Journalists and Right to Information) in Pakistan and other possible joint initiatives.
9. Participated in regular UNESCO programme and UN working groups meetings (Human Rights, SPAs, and Communications and contributed to developing UNESCO and ONE UN communication strategies.
10. Regular updated UNESCO website and its digital media platforms (facebook/twitter) on important events, days and programmes.
11. Produced audio-video outputs, films, photographs.
12. Organized high level special events, seminar, workshops, dialogues, press briefing, press conferences and exclusive media interviews.
13. Mobilized media for events coverage, site visits and one-on-one interview of UNESCO's Director General and Regional Director Asia and Pacific state guest visits to Pakistan in 2014. These included DG's signing ceremony of Girls Right to Education programme, visits to Taxila Museum/academia, and meetings with high level government officials (President of Pakistan) and relevant ministries (Education, Science, Culture, Information)
14. Assisted in organizing press briefings and engaged journalists, news outlets and government officials and civil society on the occasions of state guests visits of the United Nations Special Envoy for Global Education (Gordon Brown) and United Nations Special Envoy for Youth (Ahmad Al Hindawi) in collaboration with the UN Information Centre
15. Engaged journalists, media, CSOs, national and international media outlets, development partners for awareness raising and advocacy on joint activities and on international days commemoration such as UN DAY, International Women Day, World Radio Day, World Press Freedom Day, International Day to End Impunity for Crimes Against Journalists, International Literacy Day, World Teacher Day, UNESCO's Special Weeks like Education for All and national and regional launching events
16. Provided briefing to media/youth, CSOs and government officials on the projects, focus and other thematic areas of UNESCO in collaboration with UN Information Center
17. Delivered master ceremonials and moderating sessions on various events

Legal Awareness Project Lead- at Coffey International Development **Nov 2012 – March 2013**

Key Responsibilities:

- Design and conduct survey to identify legal information needs of the communities with the support of research, monitoring and evaluation team.
- Raise awareness of government and judicial information/media department to effectively identify and respond to the legal information needs.
- Support GoKP and FATA Secretariat to draft and publish simplified explanations of key laws in accessible local language as well as to establish their website to publicize simplified laws.
- Raise awareness of civil society and rights based organizations to effectively identify and respond to the legal information needs.
- Training/mentoring/interactive program production with local journalists on citizen's rights and other legal issues including project activities.
- Advocacy work with policy makers and legislators to highlight successes/lessons learnt and to engage in activities that stimulate debate on these topics.
- Liaison with other outputs to ensure timely support is provided as and when required by the other output leads.
- Contribute to weekly, monthly and quarterly reports on progress of the project as set out in the PSP reporting guidelines.
- The project lead will supervise the work of two Legal Advisers to support his work.

Key Achievements: -

- Conducted consultation and developed partnership with Khyber Pakhtunkhwa Judicial Academy, Provincial Ombudsman, Post Crisis Needs Assessment (PCNA KP and FATA, Peshawar High Court, FATA Tribunal, Khyber Union of Journalists
- Submitted Inception Report

Media Team Manager-iMedia Associates at Raabta Consultant **Nov 2011 to Apr 2012**

Major Tasks and Responsibilities: -

- Manage and coordinate overall media production team duties (radio, magazine & social media) for smooth flow of approval, editorial and production and reporting processes on a two-way communication project implementation in FATA/KP.
- Set up and maintain Raabta management reporting systems for media team (under program manager and directors).
- Attend management meetings on behalf of media team and to ensure media team output is in line with wider Raabta aims.
- Work with both media and print teams offering assistance and guidance on editorial issues.
- Assess and coordinate training needs (both internal and external trainings for our partner radio stations).
- Work with radio liaison coordinator in planning and executing external trainings and managing partnerships with radio stations.
- Responsible for ensuring media team and production costs stay within budget (radio and magazine).

Key Achievements: -

- Oversaw production of 7 monthly trilingual magazines and 24 sets of radio weekly segmented programs.

- Maintained financial and administrative record of the production team and production cost (magazine and radio).
- Provided weekly and monthly progress and financial updates and reports to the headquarter

Communication Manager –Pakistan at CHF International (Global Communities) Sep-2008-July 2011

Major Tasks and Responsibilities: -

- Assist in creation of media and communication strategies, planning and management of special events, updating media lists, proactively seek out media coverage for program activities and events and respond to requests from local and national media outlets as appropriate.
- Liaise with government of Pakistan and USAID communications staff and media journalists.
- Advise program staff on local communication and media outlets, geographic coverage, target audience reach.
- Media and communication training for program and partner staff.
- Assist in vendor selection, management, and quality control for procurement of communication materials and services.
- Write copy for communication materials, manage and file all relevant publications and media, including tapes, newspaper clippings, and photos.
- Establish FDP-LD brand and ensure branding requirements were met and adhered to program-wide.
- Assist in research, managed translations of complex documents and materials.
- Assist in writing and compiling donor and government version reports (weekly, monthly and quarterly).
- Assist in writing, analyzing and compiling security reports and keep update the management, security department and staff about key security issues and progress through monitoring of media reports (electronic and print) and discussions with key stake holders in the field.
- Work for the promotion of program video documentaries for various audiences (donors, government stake holders, HQ) etc about the project impact.
- Supervise the Field Communication Officer regarding the day to day communication tasks, activities and accomplishments.

Key Achievements: -

- Organized, coordinated and managed special events, symposiums, workshops, MOU's signings, handing takings, screenings, ribbon cutting, students and trainees graduations/recognition ceremonies at donor, government and field level.
- Successfully generated, compiled and documented media releases, leading to the generation of over 200 positive media reports (print, electronic, online and social) for both USAID and government of Pakistan.
- Compiled weekly, monthly, quarterly progress reports, security reports, fact sheets, success stories and publication of success stories book.
- Monitored media on routine basis- audience included; program staff, USAID, International Organizations, CHF-HQ.
- Prepared, compiled, reviewed, coordinated, produced, program video documentaries, audio contents and other promotional materials i.e. newsletter, banners, posters, program and events briefs, certificates, memos, handing taking documents, talking points/speeches for country chief, HQ visiting delegates and representatives, officials, guests and guests of honor from USAID, USG and Government of Pakistan.

- Received and welcome delegates from across USG, USAID, Government of Pakistan and Participated in the weekly, monthly progress and program reviews and communications meetings.

Communication Officer/Senior Social Mobilizer- BEST (RHR- UN Habitat) **Oct 2006- March 2008**

Major Tasks and Responsibilities
As Communication Officer: -

- Undertake routine duties such as contribution to reports, organizing seminars/conferences on rural housing reconstruction (RHR) activities & media issues, representing RHR activities in local and national events and making presentations, media-networking, liaising partners and donor's, media monitoring, official publications, publishing and aired RHR-Training activities.
- Work with local government, academic institutions, and NGOs to identify, develop, implement, disseminate and monitor appropriate approaches to changing and maintaining behaviors related to rural housing reconstruction.
- Develop/implement training in interpersonal communication for various levels of field staff, community members, and local governments.
- Provide guidelines to decision makers and midlevel professionals about the role of media on how to convey effectively project related messages to the targeted community to achieve their goals.

As Senior Social Mobilizer: -

- Identification and needs assessment of extremely vulnerable individuals and groups affected by the earthquake in various Union Councils of district Mansehra, KP.
- Participation in planning and implementation of information campaigns in the rural communities of the target area.
- Establish and maintain communal reconstruction committees, including organization and facilitation of training activities.
- Monitoring and reporting of ongoing activities in reconstruction per ERRA requirements.
- Establish and maintain contact with local government representatives, village councils and community members and coordination with relevant focal person at field level, (NGO's, local government, Al Teams).
- Administrative duties as appropriate.

Key Achievements: -

- Coverage generated for the project activities and events in the local print and electronic media.
- Developed and delivered communication and mobilization trainings for the field staff, local communities, contributed to the compilation of weekly and monthly progress reports.
- Developed project related materials, broachers and public service announcements.
- Completed need assessments for the vulnerable groups, formation of community reconstruction committees, and provision of community mobilization trainings and monitoring of the project activities in the earthquake affected district Manshera, KP.

Executive Producer/ Producer – INTERNEWS (PEIP) **Oct 2005- June 2006**

Major Tasks and Responsibilities
As Executive Producer: -

- Conduct daily editorial meetings and to assign reporters for daily stories.
- Assign and monitor of the daily live call in show, monitoring of live updates from the field and implementation of new ideas and program format.

- Meeting with relevant stake holders (governmental and non-governmental organizations) to raise awareness about the radio program.
- Effective communication and coordination with country director and other staff for efficient working atmosphere.

As Producer: -

- Produce news reports, features, documentaries, interviews and panel discussions on the problems of earthquake survivor's ongoing activities of Government, NGO's and other Volunteers and Humanitarian organizations.
- File live updates from the field and arrange panel discussions at field and studio level on important issues and events.
- Conduct presentation of the daily one-hour radio show and live call in show.
- Edit and mix news stores, one-hour radio program and public service announcements.

Key Achievements: -

- Produced more than 70 radio reports, documentaries, features, interviews, live update, panel discussions, one-hour program mixing, editing.
- Conducted over 40 one hour daily live call in show regarding program feedback, discussion of key issues with the earthquake survivors and studio guests from government and humanitarian organization.
- Developed and produced public service announcements for various agencies and organizations such as United Nations and its various agencies (UNICEF, IOM, UNHCR, ILO, and UNFPA), ICRC, IFRC, SDC, military, government institutes.
- Conducted daily editorial meetings, assigned producers for daily tasks with an impact on the earthquake affected problems facing community.
- Provided program orientation to government, non-governmental, public and private stake holders across Pakistan.
- Provided radio journalism training to 22 journalists in the earthquake region on basics of radio journalism, ethics, and practical work in the field, editing and skills on how to compile news stories.
- Surveyed for the Radio listenership in the quake zone, distribution of relief radio sets and radio program in the quake zone of Pakistan (Oct-2005).

News Reporter Independent News PAKISTAN (News Agency) **Aug 2005- Oct 2005**

Major Tasks and Achievements

Coverage of daily courts stories, Press Club Peshawar and political events, editing and compiling news stories.

Presenter- Radio Buraq Peshawar (FM-104) **March 2005 to June 2005**

Major Tasks and Achievements;

Presented live sports round up weekly show, interviewing prominent sports guests for live sports discussions and coverage of sports events. Interacting with audiences live on air

Producer, Presenter, News Anchor- Campus Radio Peshawar (FM-107) **March 2003-March 2004**

Major Tasks and Achievements:-

Conducted and compiled radio reports, features and documentaries on important university events and topics in the weekly long one-hour show, remained news anchor for daily news bulletin (English, Urdu and Pashto).

Internee Reporter- GEO TV Peshawar Bureau **Nov 2003 - Jan 2004**

Major Tasks and Achievements:-

Compilation and editing of news reports, assisted senior reports in news packages.

Courses/Workshops

- 8 months online English language course (Speex Live) **2015-16**
- Attended 5-days residential training workshop on Communications, Reporting and Documentation organized by Save the Children at Mithi, Sindh **Oct 24-28, 2011**
- Participated in two days' communication training with CHF International-Pakistan. **March 2010**
- One-day training on disaster reporting with INTERNEWS Pakistan (PEIP), Abbottabad. **Nov 2005**
- 5 days training on skills of a TV journalist with Aljazeera Islamabad Bureau, Islamabad. **June 2004**
- One-week training on radio journalism with INTERNEWS Pakistan, Lakki Marwat, **Mar-April 2004**

Reports/Publications

- The state of journalists in Pakistan: Pilot Assessment based on UNESCO Journalists Safety Indicators (Project Management/Editorial Team) **2014-2016**
- Access to Information and Knowledge Platforms for Person with Disabilities (Handbook) **(2014-15)**
- Reviewed Urdu toolkit on Freedom of Expression **2014-15**
- Research topic selection on different media themes for Higher Education Commission
- Success Stories 2010 Edition, title, "The impact of FDP-LD in FATA-Pakistan". (CHF International-Pakistan) **2009-10**
- Internship Report on the role, structure and function of Geo TV **Nov 2003-Jan 2004**

Membership

- Member, Digital Journalists of Pakistan
- Member, Former and Current UN Staff (FCUNS)

Education

Master in Journalism and Mass Communication, University of Peshawar, PAKISTAN **2003-2004**
Majors/Year-1: Journalistic Language (English, Urdu, Pashto); Reporting; Sub-Editing; Media History & Laws; Mass Communication Theory
Majors/Year-2: Broadcasting in Pakistan; Public Relations and Advertising; Development Support Communication; Pakistan Affairs; Internship with Television

LL.B (Law), Frontier Law College Peshawar, Pakistan **2002-2004**
Majors: Civil Procedure, Criminal Procedure, Administrative Law, Minor Acts, Labor & Income Tax Laws, International Law, Constitutional Law, Law of Evidence and Legal Ethics, Contract Law

Bachelor of Arts, University of Peshawar, Pakistan **2000-2002**
Majors: Law & Political Science

Languages

Language:	Read	Write	Speak	Understand	Typing
English	Fluent	Fluent	Fluent	Fluent	45
Urdu	Fluent	Fluent	Fluent	Fluent	25
Pashto	Fluent	Basic	Fluent	Fluent	-

Extra-Curricular Activities

Remained member of the winning basketball team BISE, Swat (1998-99) and Peshawar University (2003-04)

References

Will be furnished upon request